

# Florida Blue – Corporate Social Responsibility

At Florida Blue, we believe that a healthy community is important to us all. We are committed to helping people and communities achieve better health through our philanthropic efforts. We focus our community investments on programs that remain aligned with our company values. Funding is strategically awarded to diverse, philanthropic, community-based solutions.

## Corporate Philanthropy Program

### Florida Blue

#### Community Relations

- Events and Sponsorships
- Corporate Contributions

#### Employee Engagement

- BlueCommunity Champions Volunteers
- United Way Campaign

#### BluePartners Community Investment Program

### BCBSF Foundation

- Consumer Health
- Access to Health Care
- Quality and Safety of Patient Care
- Health Care System
- Quality of Life

**Community Relations** - This program is primarily focused on events and sponsorships and corporate contributions; funding is strategically awarded to diverse, innovative, community-based solutions that align to the company's mission, vision and values.

**Employee Engagement** - BlueCommunity Champions is Florida Blue's employee volunteer program designed to mobilize volunteers, provide leadership, and raise awareness and funds. Employees are also active in the company's annual United Way campaign.

**BluePartners Community Investment Program** - Florida Blue matches an agent's or insurance agency's donation to a 501(c)(3) nonprofit up to a set dollar limit. Nonprofits can only apply upon invitation by one of our sales partners.

**BCBSF Foundation** - The Blue Cross and Blue Shield of Florida Foundation is focused on improving the health and well-being of Floridians and their communities. The Foundation conducts its funding around five focus areas: Consumer Health, Access to Health Care, Quality and Safety of Patient Care, Health Care System and Quality of Life. More information on each focus area can be found at [www.bluefoundationfl.com](http://www.bluefoundationfl.com).

# Gift Guidelines

*At a glance*

Program	Dollar Amount	Due Date/ Gift Award	How Often to Apply	How to Apply/ Nominate	Program Contact
Community Relations	Any \$	60 days in advance/ ongoing	Year-round	Online	Sharon Hackney Sharon.Hackney@floridablue.com Or your local market contact
Consumer Health	Various mini-grants	Multi/multi	Varies by community	Via community coalitions	Susan Wildes Susan.Wildes@floridablue.com
Improve Access to Health Care	\$50,000 - \$100,000	Spring 2013	Annually	Online	Jared Skok Jared.Skok@floridablue.com
Quality and Safety of Patient Care	Various	TBD	TBD	Online	Jared Skok Jared.Skok@floridablue.com
Improve the Health Care System	Varies	Aug. 31, 2012/ Feb. 2013	Annually	Online	Jared Skok Jared.Skok@floridablue.com
Quality of Life	Any \$	60 days in advance/ ongoing	Year-round	Online	Sharon Hackney Sharon.Hackney@floridablue.com Or your local market contact